

Executive Summary

The Isleta Boulevard and Village Center Sector Development Plan is both a technical document and a testament to the South Valley and the people who live there. Community members expressed a need for this sector plan due to negative changes taking place along the Isleta corridor, including a loss of agricultural land, increasing traffic due to Westside population growth, economic development that was out of place with the corridor's character, and an increase in design elements that did not reflect the history and character of Isleta Boulevard.

Plan Purpose

In the 2001 Southwest Area Plan (SWAP), Policy 8.a calls for the creation of an Isleta Sector Plan that would protect, rehabilitate, restore, and enhance the historic, cultural, and economic significance of the Isleta corridor. According to the SWAP, a sector plan for the Isleta corridor was needed in order to:

- Protect the visual qualities that reflect the history and heritage of Isleta Boulevard
- Provide guidance to developers, design professionals, and property owners for new development, streetscape and redevelopment projects
- Examine existing and future land uses in relation to economic development opportunities
- Examine existing and future land uses in relation to the revitalization of the adjacent properties and the efficient functioning of Isleta Boulevard
- Develop incentives to encourage commercial and mixed-use development for this area

In conjunction with these goals, this plan is comprised of the articulated visions of South Valley residents.

Planning Process

This plan completes a yearlong process in which public participation was a top priority. Over the course of this effort, public input was obtained through ~~fourteen~~ 14-meetings, a survey/questionnaire, and numerous interviews. Throughout the public participation process, the community expressed concerns that the planning team documented and categorized. These categorized concerns included Agriculture/Open Space, Economic Development, Infrastructure/Amenities, and Sense of Place.

From these categorized concerns, the planning team researched and presented specific issues to the public. After lengthy discussion of the issues, the community and planning team developed policy options for the community to review. The strategies used to address the issues in this sector plan include developing four new zoning categories:

- Isleta Boulevard Agricultural Zone
- Isleta Boulevard Village Center Zone
- Isleta Boulevard Mixed-Use Zone
- Isleta Boulevard Design Overlay Zone

Isleta Boulevard Agricultural Zone

The Isleta Boulevard Agricultural Zone Policy is designed to regulate standards of development in current A-1 zoned parcels along the corridor in order to enhance and maintain the traditional character of the South Valley. Features such as setbacks, cluster development, road design, and acequias are all integral components of what makes up the rural character of the South Valley and are important in maintaining open space for potential agricultural production.

Isleta Boulevard Village Center Zone

The Isleta Boulevard Village Center Zone is designed to enhance existing community focal points with zoning that features design, public space, and development strategies tailored to each center's unique character. In the context of this sector plan, a Village Center is an area of specific historic or current focus along the Isleta Corridor. These Village Centers range from relatively rural to relatively urban, but all are existing centers of activity with ample opportunity for new public amenities and design elements.

Isleta Boulevard Mixed-Use Zone

The Isleta Boulevard Mixed-Use Zone is designed to create self-sustaining areas within the community that complement historical land use patterns and provide an option for landowners who may want more flexibility than their current zoning provides. The Mixed-Use Zone will be available for those parcels zoned C-1 and R-1 between the Village Center Zones. Pedestrian accessibility is important in the Mixed-Use Zone, which is intended to facilitate interaction and synergy.

Isleta Boulevard Design Overlay Zone

The Isleta Boulevard Design Overlay Zone is designed to protect the South Valley's sense of place by outlining standards for the entire Isleta corridor to help preserve certain character elements, including signage, lighting, walls and fences, parking, vegetation, residential subdivision development, architectural design, road design, low-impact stormwater drainage, and trail networks.